



**GREENFIELD REDEVELOPMENT AUTHORITY**

**REQUEST FOR PROPOSALS**

**RFP # 23-07**

**First National Bank Building  
Acquisition, Renovation, and Redevelopment**

**5-9 Bank Row  
Greenfield, Massachusetts**

**Available: Wednesday, November 30, 2022**

## ADVERTISEMENT FOR PROPOSERS

The Greenfield Redevelopment Authority (GRA) is requesting proposals for the acquisition, renovation, and redevelopment of the First National Bank building at 5-9 Bank Row, Greenfield, Massachusetts (Map 51, Block 12, Lot 0; aka 9-11 Bank Row). This striking art deco building, circa 1929, is located in the heart of downtown, facing Court Square, and adjacent to other renovated buildings within the Main Street Historic District. The First National Bank has about 6,600 square feet on each of the ground floor and basement levels, plus a 670-square foot mezzanine. The 7,000-square foot lot is located within the Bank Row Urban Renewal District.

Request of Proposal Documents will be available Wednesday, November 30, 2022 @ 10:00 AM on the City of Greenfield website <https://greenfield-ma.gov/p/6981/FY-2023-IFBRFPRFQRF5> or by contacting Laura Phelps at 413.772.1569. A tour of the First National Bank building is scheduled for Tuesday December 13, 2022 at 2:00pm. Call or Email [Laura.Phelps@Greenfield-ma.gov](mailto:Laura.Phelps@Greenfield-ma.gov) to reserve space on the tour. Questions will be accepted in writing until Tuesday January 3, 2022 @ 2:00 PM. Answers will be made available on the City of Greenfield website in the form of an addendum by Tuesday January 17, 2022 @ 4:00 PM. Proposals will be due Thursday March 16, 2022 @ 11:00AM.

Submit To:

Laura Phelps, Chief Procurement Officer  
14 Court Square 2nd Floor  
Greenfield, MA 01301

The GRA will make a selection based on the most advantageous proposal from a responsive and responsible submission taking into consideration evaluation criteria set forth in the RFP documents.

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## 1.0 OVERVIEW OF THE RFP

The Greenfield Redevelopment Authority (GRA) is requesting proposals for the acquisition, renovation, and redevelopment of the First National Bank building at 5-9 Bank Row, Greenfield, Massachusetts (aka 9-11 Bank Row). This striking art deco building, circa 1929, is located in the heart of downtown, facing Court Square, and adjacent to other renovated buildings within the Main Street Historic District (Figure 1.1). The front façade of the building must be preserved. The First National Bank has about 6,600 square feet on each of the ground floor and basement levels, plus a 670-square foot mezzanine. The 7,000-square foot lot is located within the Bank Row Urban Renewal District.



**Figure 1.1. Historic buildings facing Court Square, including the First National Bank on left.**

### 1.1 Schedule, Contact, and Submittals

<i>RFP Deadlines</i>	<i>Date</i>
RFP issued	Wednesday, November 30, 2022 @ 10:00 AM
Site visits/information session	Tuesday, December 13, 2022 @ 2:00 PM
Questions Due	Tuesday, January 3, 2023 @ 2:00 PM
Responses to questions posted	Tuesday, January 17, 2023 @ 4:00 PM
RFP submittals due	Thursday, March, 16, 2023 @ 11:00 AM

The City of Greenfield Procurement Office will manage the procurement process for the Greenfield Redevelopment Authority in relation to this RFP.

Proposals must be submitted to

Laura Phelps, Chief Procurement Officer, City of Greenfield  
14 Court Square 2nd Floor  
Greenfield, MA 01301

All inquiries concerning this RFP must be addressed to the following person:

Laura Phelps, Chief Procurement Officer, City of Greenfield  
14 Court Square 2nd Floor  
Greenfield, MA 01301  
Email: [laura.phelps@greenfield-ma.gov](mailto:laura.phelps@greenfield-ma.gov)  
Tel: 413-772-1569

Submissions are due on the date indicated above and must be submitted to the address above. Any response received after the time specified will be considered a late response and will be disregarded. See Section 4 for detailed information on submission requirements.

Respondents must submit two separate documents as part of the proposal, which shall be sealed in separate envelopes.

- Technical Proposal: seven (7) bound copies plus one digital copy on a USB jump (single PDF with maximum file size of 25 MB), all of which shall be sealed in an envelope marked **“RFP 23-07 Greenfield First National Bank– Technical Proposal.”**
- Financial Plan: seven (7) copies plus one digital copy on a USB jump drive (single PDF with maximum file size of 25 MB), all of which shall be sealed in an envelope marked **“RFP 23-07 Greenfield First National Bank– Financial Plan.”**

Proposals must be in the actual possession of the City Procurement Office on or prior to the exact time and date indicated above. NO INCOMPLETE, FAXED, ELECTRONICALLY MAILED, OR LATE PROPOSALS WILL BE CONSIDERED. As part of the selection process, the GRA may invite some or all of the Responders to participate in interview(s) and/or a community presentation.

## **1.2 Site Visit**

The GRA will host a building tour on the date indicated above. Attendance at the building tour is strongly encouraged. You must RSVP ahead of time and sign a release form. Hard hats must be worn and will be provided on site if you do not have one. Please note that the building is not fully ADA compliant, although access to the main ground level is possible. Questions will not be answered during the tour, but may be submitted in writing as noted below. The GRA reserves the right to change the date and time of these visits where mitigating circumstances arise. Any such change will be made in the form of an addendum to this RFP, which will be posted to the project website.

## **1.3 Questions**

All questions should be directed to Laura Phelps, Chief Procurement Officer, and must be submitted by the date indicated above. Responders should note that all questions, requests for clarifications and exceptions, including those relating to the terms and conditions of the contract, must be submitted in writing, and e-mail is preferred. Submissions made in any other format will not be given a direct response.

The GRA will respond to all questions that are submitted in writing and will make these responses publicly available on the City of Greenfield website in the form of an addendum. Responders are responsible for ensuring that they receive all addenda.

#### **1.4 RFP Addenda**

The GRA may issue addenda to this RFP as necessary in response to any new information, responses to questions, changes in the terms and conditions of the RFP, or other important information. Addenda will be posted on the project website. It is the responsibility of responders to ensure that they receive all addenda and obtain all information pertaining to this RFP.

## **2.0 PROPERTY DESCRIPTION**

### **2.1 Project Location and Context**

Greenfield, MA is strategically located in the Connecticut River valley at the crossroads of Interstate 91 and U.S. Route 2, near to the Berkshires and Vermont and easily accessible from Boston and New York City (Figure 2.1). Approximately 18,000 people live in the city, which has a compact downtown surrounded by walkable neighborhoods. Within a 30 minute drive, the total population is approximately 300,000 residents.<sup>i</sup> Over 32,000 students are enrolled in the region at the University of Massachusetts Amherst, Amherst College, Smith College, Mount Holyoke College, Hampshire College, Thomas Aquinas College, and Greenfield Community College.

The First National Bank building faces Court Square and City Hall in the heart of downtown, which has an historic New England character. Overall, this walkable area is home to approximately 251 establishments including retail, restaurants, recreation, and services, with most being independently-owned enterprises.<sup>ii</sup> Downtown Greenfield is known for its arts and entertainment options, including a movie theater, a performing arts center, and several small performance spaces for live entertainment. This activity is complemented by a number of eating and drinking establishments offering a range of cuisines. The estimated employment downtown is over 2,200 jobs.<sup>iii</sup>



**Figure 2.1. Greenfield connects to New York via Amtrak and Interstate-91 and to Boston via Route 2.**

Within a five-minute walk of the First National Bank are the downtown transit center and public parking garage. The John W. Olver Transit Center, which was built in 2012 as a “net zero” project, is an intermodal transit hub, including three daily Amtrak trains to New York City and beyond. The Olive Street municipal parking garage, completed in 2018, provides 272-spaces to support the transit center, courthouse, and other downtown uses, including the First National Bank building.

The Commonwealth of Massachusetts invested \$66 million in the Franklin County Justice Center, a 104,000 square foot facility that was completed in 2017 (Figure 2.2). The Justice Center consolidates the district, superior, juvenile, probate and family and housing courts in one modern and code-compliant public building, adding approximately 150 new jobs to the community.

The City of Greenfield has been reinvesting in its public buildings and infrastructure to better serve the community and complement small business activity downtown. Construction began on a new public library in September 2021 with planned completion in Spring 2023 (Figure 2.3). The City is actively seeking a developer to reuse and adapt the library’s former home, the historic Leavitt-Hovey House. A new Fire Station will be completed in 2023, and represents an investment of over \$16 million. Greenfield High School was completely remodeled and expanded in 2015.



**Figure 2.2. New addition to the Franklin County Justice Center (Leers Weinzapfel Associates)**



**Figure 2.3. Greenfield Library under construction, 2022**

Even with the pandemic, a number of significant private investments and operations have been key to downtown activity, including several cultural venues. The Greenfield Garden Cinemas at 361 Main Street changed hands in 2019 and now shows films seven days a week in a seven-screen multiplex. The current owner is actively seeking to re-invest and redevelop some of the Main Street office spaces. Other abutting properties are the 3 Bank Row building, owned by Spike Segundo, LLC, and the 15 Bank Row building, owned by the Connecticut River Watershed Council. Both of these historic properties have been restored and now house a mix of retail and office uses. Hawks and Reed Performing Arts Center and the Artspace Community Arts Center are just two of the nearby music venues, which are complemented by a diverse array of dining options.

A number of planning studies have also been conducted recently to fuel downtown reinvestment. The most current are several downtown studies prepared by Fine Point Associates, including the *Greenfield Downtown Business Assessment and Market Analysis* (January 2021)<sup>iv</sup> and *The Deliberate Downtown* (August 2021)<sup>v</sup>, which were conducted as part of the DHCD Rapid Recovery Plan Program. The City completed the Comprehensive Sustainable Master Plan for Greenfield in 2014.

Open space, parks, and streetscape help define the character of downtown Greenfield. In 2021, the City piloted and will repeat an initiative to create a pedestrian plaza by closing the Court Square roadway in front of City Hall, facilitating farmers markets, fairs, and a more walkable downtown with an expanded commons area. The redesign of Main Street from High Street to Colrain Street is in the conceptual phase. The Fiske Avenue Pocket Park has just been completed, and the Greenfield Skate Park is in design with help from a PARC Grant from the State, with an expected completion in 2023. The Green River passes through downtown less than 0.5 miles from the First National Bank building, visible at Mill Street or at Meridian Street, overlooking the Wiley/Russell Dam.

## **2.2 Federal and State District Designations**

The Greenfield Main Street National Historic District includes a major portion of downtown and follows the spine of Main Street (Figures 2.4, 2.5). The compact historic character reflects the 19<sup>th</sup> and early 20 century commercial and civic buildings ranging from two to four stories.

The Bank Row Urban Renewal Plan encompasses the site and nine other redevelopment parcels within a two-block area (see Figure 2.6). The Massachusetts Department of Housing and Community Development (DHCD) approved this plan in 2008 for a twenty-year period.<sup>vi</sup> An overarching goal of the plan has been to rehabilitate properties to encourage commercial growth on Bank Row, Main Street, Hope Street, and Olive Street. Since its designation, the transit center and parking garage have been developed, and three historic properties facing Bank Row have been restored for a mix of retail, small businesses, and residential uses. The building immediately adjacent to the First National Bank, had been previously rehabilitated in 2001. Under the Bank Row Urban Renewal Plan, the First National Bank building is designated as Parcel 1-C.

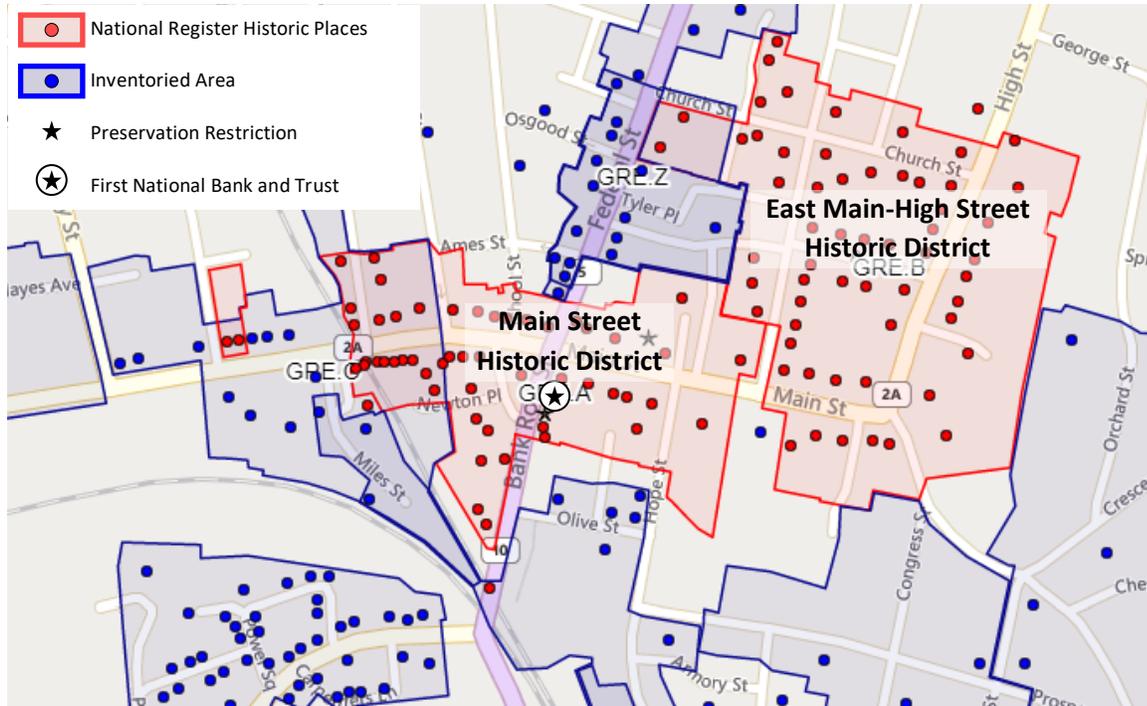


Figure 2.4. The Greenfield Main Street National Historic District is one of several in the downtown area (<https://maps.mhc-macris.net/>)



Figure 2.5. The art deco First National Bank is a contributing building to the Greenfield Main Street National Historic District (image c. 1940)

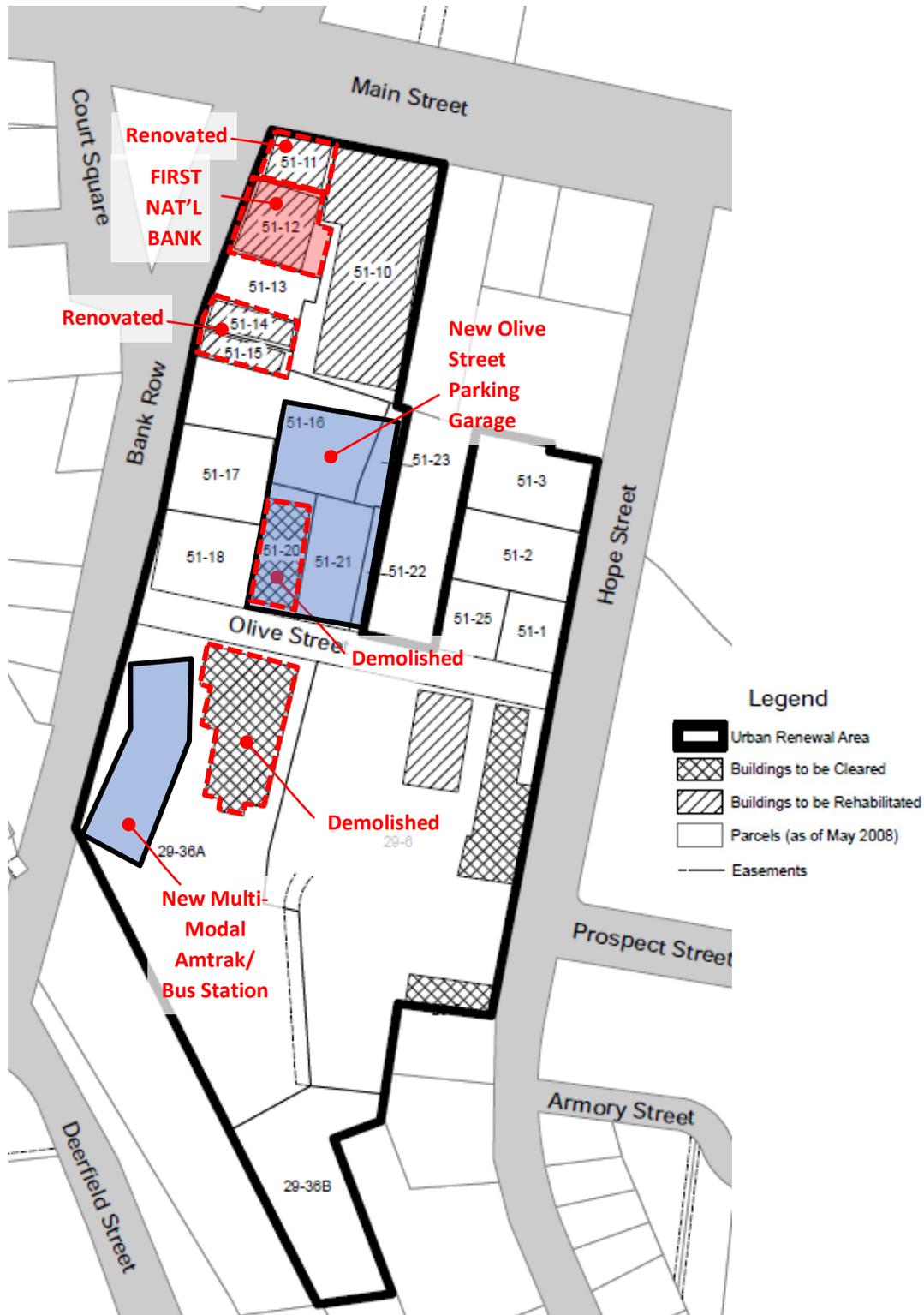


Figure 2.6. The rehabilitation of the First National Bank is one of the last action items to be undertaken in the Bank Row Urban Renewal Plan (Hayes Development Services, 2008; with annotations).

As part of Census Tract 413 in Franklin County, the site falls within HUD designations for Difficult Development Areas and Qualified Census Tracts (QCT)<sup>vii</sup>, and also became a federally designated Opportunity Zone in 2018. This part of downtown carries a designation as a Community Development Block Grant (CDBG) Slum and Blight District until January 2026, which allows CDBG funding to be applied to signage and façade improvements. The building also falls with a Vacant Storefront District, which is designated by the Massachusetts Office of Business Development (MOBD).

### 2.3 Property and Building Information

The property has a single vacant building with a footprint of about 6,600 square feet, occupying a 0.16 acre lot. The main room on the ground level consists of a single high vaulted space rising over 40 feet into the roof trusses (Figure 2.7). The building has a single level at ground level (first floor), a 670 square feet mezzanine level along the north wall, and a full basement level (Figures 2.8 and 2.9). The exterior high point of the roof is approximately 49 feet above the ground level. Side rooms along the north wall (under the mezzanine) and the east wall have floor to floor heights of approximately 11 feet. The basement has floor to floor heights of 11 to 13 feet, and formerly was used for a staff lunchroom, office space, and heating equipment.

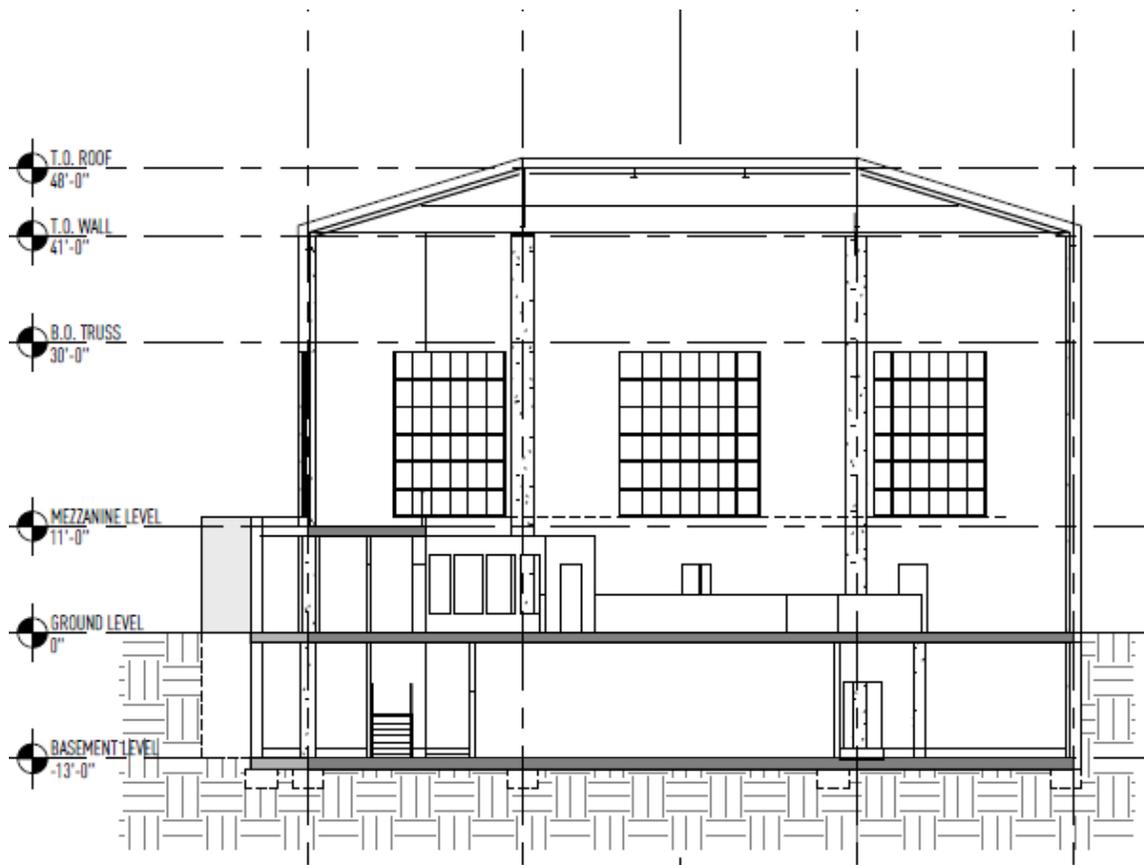


Figure 2.7. Cross Section, looking front to back (Taylor & Burns, 2019)

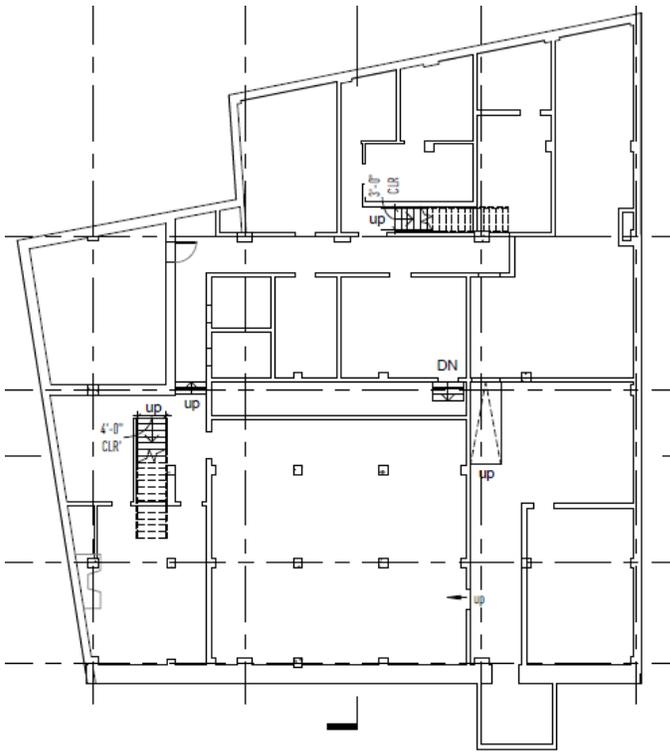


Figure 2.8. Existing Basement Plan (Taylor & Burns Architects, 2019)

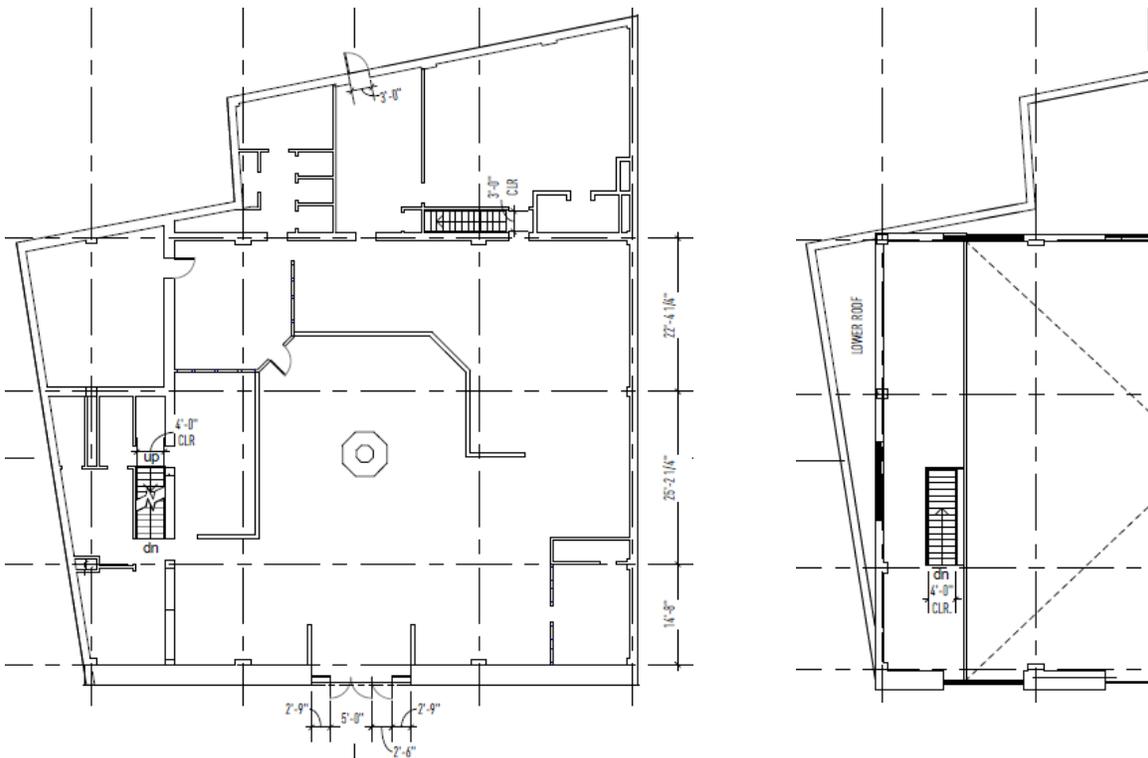


Figure 2.9. Existing Ground Floor Plan and Mezzanine (Taylor & Burns Architects, 2019)

The primary point of entry is on the ground level through the historic vestibule on Bank Row (west wall). Access to the rear is also possible at the ground level and exits onto a privately-owned abutting parcel.

The building is constructed of masonry with a steel frame embedded in the exterior masonry walls (Figure 2.10). The front facade on Bank Row (west wall) is clad with granite stone slabs while the remaining three walls are clad with red brick; a small portion of the north wall is a party wall with the adjacent building. The interior walls are terra cotta tiles. The building does not appear to have any insulation. The roof structure is exposed with two trusses supporting a system of steel beams and girders that support light-weight joists, that ultimately support a concrete roof deck. The current structure does not conform to current seismic requirements.<sup>viii</sup>

The existing building systems will need to be replaced. There is still electricity in the building, however, the service will need to be upgraded and systems replaced. The site is serviced by municipal sewer and water, but these systems are no longer functioning.<sup>ix</sup> The building was formerly heated by fuel oil, which was stored in an above ground storage tank in the basement that has now been removed.<sup>x</sup>

More information about the fenestration and remaining interior historic elements can be found in Section 2.5 Historic Status below.



**Figure 2.10. Current façade of the historic First National Bank (Taylor & Burns, 2019)**

*Timeline of Property Development, Restoration, and Study*

1929	Art Deco design by Denison & Hiron; grand opening, 1930 ( <i>Recorder</i> , May 2, 1930)
1972	Bank closed; First National Bank sells property to Sebastian Ruggeri
1988	Main Street Historic District designated on the National Register of Historic Places, including the First National Bank building as a contributing structure.
2002	Sebastian Ruggeri sells property to Franklin County Community Development Corporation
2003	Historic Preservation Restriction placed on deed in June in exchange for MHC grant to remove and store the parapet and clock, which were in danger of falling
2003	<i>Phase 1 Environmental Site Assessment</i> prepared (Tighe & Bond); asbestos and hazardous building materials abatement conducted (October to December); new roof installed, and shell secured against weather and vandalism.
2005	HUD-EDI grant used to repair and restore front façade, windows, and entrance way
2008	Bank Row Urban Renewal Plan approved by DHCD
2009	Redevelopment plans underway to combine Garden Cinema and FNB into an expanded theater experience; these plans do not move forward in part because of Recession
2009	FNB awarded State Historic Tax Credits of \$300,000 as part of theater plan (Round 16)
2009, April	FNB receives National Park Service Phase 1 Approval for 20% Historic Tax Credits (Project #23333)
2010	FNB awarded State Historic Tax Credits of \$600,000 (Round 18) (for a total of \$900,000) as part of theater plan; FNB receives National Park Service Phase 2 Conditional Approval for 20% Historic Tax Credits (Project #23333)
2017	Franklin County Community Development Corporation sells property to Greenfield Redevelopment Authority
2018	<i>Phase 1 Environmental Site Assessment</i> prepared (Tighe & Bond)
2019	<i>First National Bank Final Study Report</i> (Taylor and Burns); plans for a Performing Arts Facility
2020	<i>Market and Feasibility Study for a Performing Arts Facility</i> at the First National Bank (Fine Point Associates); determination is made that this cultural use would not be feasible <sup>xi</sup>
2021	MassDevelopment Grant for Real Estate Technical Assistance to prepare RFP

## 2.4 Environmental Status

A Phase 1 Environmental Site Assessment was completed in 2003 around the time when the building changed hands from Sebastian Ruggeri to the Franklin Community Development Corporation.<sup>xii</sup> This led to an asbestos abatement and hazardous substance removal from the entire building between October and December 2003. The abatement project removed asbestos-containing materials including plaster walls, floor tile, mastic, window caulking, roof shingles and paper, and duct, pipe and boiler insulation. Additionally lead paint, light ballasts, fluorescent lamps, and a 500-gallon above ground storage tank were removed.<sup>xiii</sup> As a result of this abatement, almost all finishes have been scraped from the existing interior surfaces of walls, ceilings, and floors throughout the building, including the ground level and basement level.

Another Phase 1 Environmental Site Assessment was completed in October 2018 for the Greenfield Redevelopment Authority. The 2018 Assessment did not identify any Recognized Environmental Conditions (REC) on the property. However, it notes that buried demolition debris may exist on the property, due to other structures having previously occupied the site.<sup>xiv</sup>

## 2.5 Historic Status

The First National Bank building is listed in the State Register of Historic Places as a contributing property to the Greenfield Main Street National Historic District. In June 2003, a Preservation Restriction held by the Massachusetts Historical Commission (MHC) was recorded on the First National Bank building.<sup>xv</sup> The Preservation Restriction was accepted by the Franklin County Community Development Corporation (FCCDC), the owner at the time, in exchange for a grant from the MHC. The grant funds went to removing and storing the decorative parapet and clock that sat atop the façade of the building.

The Preservation Restriction Agreement is filed at the Franklin County Registry of Deeds and runs with the property in perpetuity. A goal of this restriction on the First National Bank is to preserve the architectural and historical characteristics that qualified the property as a contributor to the Greenfield Main Street National Historic District. The Preservation Restriction is not meant to keep the building from being redeveloped and does not control the uses that can occur on the property.

Guidance and ultimately approval from the MHC will be necessary to understand the parameters for redevelopment under the Preservation Restriction given the current condition of the building, which has changed considerably since 2003. In addition to the abatement work in 2003, HUD funding was used in 2005 to repair and restore the front façade, windows, and entranceway. Over the years, efforts have been made to secure the building against weather and vandals, but little investment has happened since 2009, when a redevelopment proposal failed to move forward.

If a developer plans to pursue Federal Historic Tax Credits (FHTC) or State Historic Tax Credits (SHTC), those programs may have different standards for rehabilitation than those set by the preservation restriction and MHC.

Suggested guidelines for architecture and historical preservation are provided in Section 3.3 below.

## **2.6 Zoning**

The property is zoned as Central Commercial (CC). The purpose of the Central Commercial District is to provide a downtown area with the range of business sales and services which generally constitute a central business district. The CC zoning allows a maximum height of 50 feet. The CC Zoning applies to the FNB parcel subject to additional regulations and controls for disposition parcels outline below in Section 3.2. The CC District allows a wide variety of uses including mixed residential/business, retail, business and professional offices, educational uses, restaurants, theatre, makerspace, craft workshop and light assembly with related retail, and multifamily housing, among many other. Hotels, research and development facilities, conference centers, and several other uses may be permitted in the CC District with the issuance of a special permit in accordance with the zoning ordinance of the City of Greenfield.

## **2.7 Other Easements and Restrictions**

The rear access from the First National Bank leads onto an alleyway on the Garden Cinema parcel at 361 Main Street, which is owned by the Garden Block LLC. The upper levels of the Garden Cinema rely on a fire escape that is attached to the First National Bank building and the adjacent building, which is owned by the Connecticut River Watershed. These longtime provisions for access for all the properties facing this alleyway have become easements by prescription. The GRA intends to clarify the nature of the easement prior to signing a Land Disposition Agreement (LDA).

The GRA expects to enter into a mutually acceptable Land Development Agreement with the successful proposer that will govern the rehabilitation of the building and the redevelopment of the property, and include terms relating to compliance with the Urban Renewal Plan and the Historic Preservation Restriction, the construction of improvements, the GRA's review of plans, construction schedule, insurance, and other terms, to ensure that said rehabilitation and redevelopment actually takes place and the property is not neglected.

## 3.0 PROJECT REQUIREMENTS AND GUIDELINES

### 3.1 Goals and Objectives

The primary goals for the redevelopment of the First National Bank property are to

1. Activate the building, which has long been vacant
2. Support downtown revitalization efforts, including business, civic, and cultural uses
3. Contribute to the character of downtown
4. Honor and preserve the historic façade that faces onto the Court Square commons

These specific goals align with the broader objectives of the Bank Row Urban Renewal Plan, which emphasize the character of a lively town center, with transit-oriented development, a village-like neighborhood, restored downtown structures, and greater employment. With this character in mind, the Urban Renewal objectives also outline strategies to increase public and private investment, remove impediments to development, reuse vacant and underutilized properties, discourage incompatible uses, manage land use and development through zoning and urban design guidelines, and provide public transportation and parking facilities.

### 3.2 Program/Use

A primary objective of the Bank Row Urban Renewal Plan is to restore important structures and to create a livelier town center through a pedestrian-oriented streetscape with visually interesting storefronts, a critical mass of shopping and pedestrian activities and an attractive and inviting streetscape. The Bank Row Urban Renewal Plan details the following uses for the First National Bank (Parcel 1-C)<sup>xvi</sup>:

- Retail establishments, including restaurants and bars
- Theater, including multipurpose cultural, performing arts entertainment centers
- Conference center
- Professional and business offices
- Personal and consumer services
- Philanthropic or charitable institutions (including education facilities)
- Accessory open spaces including pedestrian plazas and outdoor seating areas.

Since the inception of the Urban Renewal Plan in 2008, the GRA recognizes that the range and mix of potential uses needs to be more expansive, especially to include uses that are aligned with current zoning, such as

- Boutique hotel
- Food hall, indoor marketplace, artisan co-operative, and/or pop-up shops
- Makerspace and craft workshops
- Residential

Some of these uses may require a minor plan amendment to the Urban Renewal Plan, which requires GRA approval. The GRA would also be willing to work with the designated developer on either minor or major plan amendments (760 CMR 12.00).<sup>xvii</sup>

### 3.3 Architecture / Historic Preservation

#### *Urban Renewal Plan Design Guidelines*

Under the Urban Renewal Plan, the Secretary of the Interior's Standards for Rehabilitation apply to the exterior of the building (Figure 3.1). As a contributing building in a National Historic District, these guidelines would also inform historic tax credits considerations. For the First National Bank (Parcel 1-C), the Urban Renewal Plan specifies Minimum and Preferred Rehabilitation Standards<sup>xviii</sup> and design guidelines that augment local zoning.



**Figure 3.1. The restoration of the front façade is a primary goal of the redevelopment effort.**

The Parcel 1-C design guidelines generally promote the following and augment design requirements in the Zoning Ordinance

- Ground-level building treatment that animates the sidewalk and is sensitive to the building's architectural details
- Signage that responds to the historic character of the area and the building's architectural details through placement, colors, materials, and overall quality
- Lighting that is appropriate to the building's architectural style, highlighting distinctive elements and features with fixtures that preserve or replicate the original or are otherwise simple and largely hidden.

xix

### *Preservation Restriction Guidelines*

Any major exterior or interior change must be reviewed and approved by MHC in accordance with the Preservation Restriction. The guidelines below are for informational purposes only, addressing the types of changes that MHC would likely consider and the types of work that are expected to restore the building (Figure 3.2).



**Figure 3.2.** The original clock and decorative stone parapet were distinguishing features of the art deco building (c. late 1970s; Greenfield Recorder).

### **Exterior Features**

The following exterior features must be retained and restored in their current or original location:

- Original clock and decorative stone parapet, which is in storage and must be reconstructed
- Stone façade
- Decorative grill work surrounding main entrance
- Main entrance decorative sliding gates (must be restored and put back in place; currently stored on site)
- Seven monumental windows (facing front, rear, and north walls) and two smaller front façade windows, all of which should be restored if possible. Any replacement windows must accurately match the historic windows, and MHC will need to approve the replacements.

Examples of exterior changes that may be acceptable include:

- Roof structure may be replaced with a different type of structure.
- Additional height above the current roof line as long as the additional height is substantially hidden behind the front parapet.
- Exterior walls facing the rear or side alleys may be changed if they do not disrupt any interior or exterior features that are to be retained in their current or original location.
- Ground floor windows facing rear alley may be relocated or closed.

### **Interior Features**

Much of the original interior architectural features of the First National Bank building no longer exist, including wall finishes, ceilings, lighting, and doors that were removed as part of the hazardous material remediation in 2003. This prior work suggests that considerable flexibility may be possible in how the interior can be renovated (Figures 3.3 and 3.4).

The following interior features should be retained and restored in their current or original location:

- Entrance vestibule with clock
- Decorative metal window casings

Examples of interior changes that may be acceptable include:

- Dividing the large open space into multiple separate floor levels
- Dividing the large open space into multiple rooms/spaces
- Introducing new structural elements
- Constructing a new roof system (can be built with different materials)



Figure 3.3. Original interior, c. 1930



Figure 3.4. Existing interior, 2019 (Taylor & Burns Architects)

The following interior features still remain in the building and should be preserved and reused as possible either in their current location or elsewhere in the building (Figure 3.5):

- Circular check-writing kiosk with decorative grillwork
- Safe deposit department decorative gateway and grillwork
- Stone wainscoting at teller counter
- Doors to the safe
- Mezzanine railings
- Wood paneling that can be salvaged (no longer in original location; stored on site)
- Stone flooring (if moveable)
- Fireplace in northwest corner office

For those items not covered in the information above regarding interior or exterior features, the guidelines in the First National Bank Preservation Restriction and the Secretary of the Interior Standards for Rehabilitation (36 CFR 68) should be consulted.



**Figure 3.5. The safe deposit gateway and the check writing kiosk are some of the remaining elements of the original bank building**

## 4.0 SUBMISSION REQUIREMENTS

Respondents must submit two separate documents as part of the proposal, which shall be sealed in separate envelopes.

- Technical Proposal: Seven (7) bound copies plus one digital copy on a USB jump drive (single PDF with maximum file size of 25 MB), all of which shall be sealed in an envelope labeled **“RFP 23-07 First National Bank – Technical Proposal.”**
- Financial Plan: Seven (7) bound copies plus one digital copy on a USB jump drive (single PDF with maximum file size of 25 MB), all of which shall be sealed in an envelope labeled **“RFP 23-07 First National Bank – Financial Plan.”**

**If the Technical Proposal includes any financial information, including sources and uses of funds and the proposed purchase price, it shall be considered non-responsive and will be returned to the respondent.** All financial information must be confined to the Financial Plan submittal.

The following submission requirements represent the minimum information required to consider a proposal “responsive.” Respondents may reorganize the minimum information provided below and may provide additional information where said information is relevant to the selection criteria provided in Section 6.0. The burden is on the respondent to provide information in a manner that allows the GRA to clearly determine whether the Proposal is complete, and the GRA reserves the right to reject any Proposal it deems unresponsive.

### 4.1 Letter of Intent

A letter of intent, signed by the proposer/developer, that describes the respondent’s interest in purchasing and redeveloping the property and the general intentions concerning the future use of the Property. This letter shall also contain:

1. The name, address, telephone, and email of the representative authorized to act and speak for the respondent.
2. The nature and status of the organization acting as the respondent (whether a non-profit or charitable institution, a corporation, a business association, or a joint venture) and the jurisdiction in which it is registered to conduct business.
3. Statement signed by person of authority making a commitment to secure, clear, develop, and provide ongoing maintenance for the property.
4. Include # of Addendum issued.

### 4.2 Development Team Composition and Qualifications

1. **Project Team:** Description of the development team, the individuals, and organizations to be involved in the project and their roles and experience, highlighting the lead developer, any significant financial partners, and the senior person designated as the primary contact. With regard to the development design team, at a minimum, the architect and structural engineer shall be identified. All design

professionals shall carry relevant certifications in the Commonwealth of Massachusetts. Diversity is strongly encouraged, and individual minority, women or other diverse team members should be identified.

2. **Relevant Projects:** Demonstration of the experience and capacity of the developer and key partners to carry out a financially feasible project similar to that called for in this RFP. Developers should provide a brief description of relevant projects and how these are relevant to the First National Bank project, along with data regarding location, size, uses, specific principal personnel involved, completion date, references, and the nature of any community engagement.
3. **Project Team Experience:** Resumes that demonstrate relevant experience of the Development Team and the Design Team, including list of current active projects.
4. **References:** Three references for each firm, including the development team and design team.

#### **4.3 Project Concept**

1. **Narrative:** A narrative description of how the proposal will achieve the Project Requirements and Guidelines (Section 3.0), including goals and objectives, use, architecture, and historic preservation. Include specific discussion of approach to historic preservation, adaptive reuse, and redevelopment.
2. **Table:** A summary table(s) of the proposed development program including usable floor area by program element and total floor area.
3. **Building Plans:** Concept plans illustrating the proposed use(s), subdivision of space, and building circulation on each of the building levels.
4. **Three Dimensional Illustrations:** Drawings showing the proposed building cross sections.
5. **Schedule:** An estimated schedule for permitting, construction, and occupation, including proposed project phasing.

#### **4.4 Technical Proposal Forms**

- Certificate of Non-Collusion Form (Appendix 7.2)
- Certificate of Tax Compliance Form (Appendix 7.2)
- Disclosure Statement for Transaction With a Public Agency Concerning Real Property (Appendix 7.2)
- Development Disclosure Form, under Urban Renewal (Appendix 7.2)

#### **4.5 Financial Plan (in separate sealed envelope)**

The proposal must include a financial certification to be signed by the principal or senior officer of the proposer confirming, among other matters, that its investment team has the financial strength to close the sale with the GRA and to develop the Property in accordance with the proposer's development plan. The financial plan must include anticipated sources and uses of funds, including public and private debt and equity financing and anticipated acquisition, construction, and general development costs. The financial

plan should demonstrate a history of the submitters' ability to secure financing from financial institutions and/or equity partners.

- The Financial Plan must include the *Price Proposal Form* (Appendix 7.2).

After the submission of proposals, proposers may be asked to submit additional financial information for review in form and substance acceptable to GRA in its sole discretion.

## 5.0 EVALUATION AND DEVELOPER SELECTION CRITERIA

### 5.1 Selection Process

The GRA will be responsible for reviewing and evaluating proposals and selecting respondents to be interviewed. Administrative staff of the GRA and/or the City will review the Submittals for conformance with the submission requirements. Evaluation of the proposals will be based on the information provided in the submittal, and any interviews, references, and additional information requested by the GRA, as well as other information from publicly available and verifiable sources. The GRA will make a selection based on the most advantageous proposal from a responsive and responsible submission taking into consideration evaluation criteria set forth in the RFP documents. The GRA expects to interview a short list of selected respondents, the number of which will be determined at its discretion. After interviews, the GRA will vote on the preferred submittal for final selection.

The selected proposer will be required to submit a disclosure of beneficial interests as required by Massachusetts General Laws, c. 7, Section 40J.

### 5.2 Evaluation Criteria

The following selection criteria will be used to guide the selection of respondents who will advance to the interview process.

<b>PROJECT UNDERSTANDING AND CONCEPT</b>			
	<b><i>Highly Advantageous</i></b>	<b><i>Advantageous</i></b>	<b><i>Not Advantageous</i></b>
<b><i>Project Understanding</i></b>	<b>Proposal</b> reflects a clear understanding and commitment to the project goals and the needs and aspirations for downtown Greenfield.	<b>Proposal</b> reflects an understanding and commitment to the project goals. Some of the needs and aspiration for downtown Greenfield are addressed.	<b>Proposal</b> runs contrary to the goals for the project and downtown Greenfield.
<b><i>Design and Historic Sensitivity</i></b>	<b>Design</b> highlights the building’s architectural and historical features, demonstrates creative solutions for use and configuration of space, and promotes economic activity downtown.	<b>Design</b> integrates the building’s historic features and creates a physical asset that will support viable economic activity downtown	<b>Design</b> is minimal, providing just enough improvements to occupy the space, address use and historic restrictions, and meet codes.
<b><i>Ability to Successfully Execute the Project</i></b>	<b>Real estate team</b> has experience in adaptive reuse of historical buildings; use of public and private financing as needed, and in particular historic tax credits, ; and community engagement.	<b>Real estate team</b> has experience in adaptive reuse and use of public and private financing as needed.	<b>Real estate team</b> has experience in neither adaptive reuse projects nor public and private financing.
<b><i>Development Capacity and Current Workload</i></b>	<b>Capacity</b> of overall team demonstrates dedicated, qualified principals and committed staff resources that will focus on the First National Bank project.	<b>Capacity</b> of overall team assigns qualified principals and adequate staff resources to handle the First National Bank project while balancing other project workloads	<b>Capacity</b> of overall team indicates overcommitted principals and not enough resources to manage the First National Bank project.
<b><i>Strategy and Timeline</i></b>	<b>Strategy</b> demonstrates a creative approach, a clear understanding of necessary approvals, and ability to start the approvals process with realistic milestones for approvals, design, and construction start within a 3-year window.	<b>Strategy</b> demonstrates an understanding of approvals and the ability to start the approvals process with realistic milestones for approvals, design, and construction within a 4- year window.	<b>Strategy</b> does not demonstrate realistic milestones for approvals, design, and construction.

<b>FINANCIAL PLAN</b>			
	<b><i>Highly Advantageous</i></b>	<b><i>Advantageous</i></b>	<b><i>Not Advantageous</i></b>
<b><i>Feasibility of Plan</i></b>	<b>Financial Plan</b> demonstrates a solid understanding of local market conditions, development financing, and redevelopment and operational costs and offers creative approaches or solutions where necessary.	<b>Financial Plan</b> demonstrates a solid understanding of local market conditions, development financing, and redevelopment and operational costs.	<b>Financial Plan</b> demonstrates a lack of understanding in any one of the following areas: local market conditions, development financing, and redevelopment and operational costs.
<b><i>Ability to Secure Debt and Equity Financing</i></b>	<b>Evidence</b> includes evidence of ability to secure financing with letters of interest from equity sources and permanent lenders demonstrating significant capital backing from committed sources.	<b>Evidence</b> includes at least two letters of interest from equity sources and permanent lenders demonstrating likely capital backing.	<b>Evidence</b> does not include letters of interest from equity sources and does not provide evidence of ability to secure financing.

## 6.0 GENERAL TERMS AND CONDITIONS

1. Diverse Participation. The GRA strongly encourages the use of Minority Owned Business Enterprises (MBE), Women Owned Business Enterprises (WBE), and other Diverse Business Enterprises (DBE).
2. All materials submitted to the GRA in response to the RFP will become the property of the GRA and, unless specifically exempted, should be considered to be public records under Massachusetts law. The GRA reserves the right to post materials submitted by Responders on its website at the appropriate time.
3. All submitted proposals will be publicly opened for preliminary review on **Thursday, March 16, 2022** in the City Hall, Second Floor Meeting Room 14 Court Square, Greenfield, MA. After the opening of the proposals in public, an RFP proposer may not change any provision of the proposal in a manner prejudicial to the interests of the GRA or fair competition. Minor informalities may be waived, or the proposer may be allowed to correct them. Minor informalities shall be defined as minor deviations, insignificant mistakes, and matters of form rather than substance of the proposal that can be waived or corrected without prejudice to the RFP proposers, potential RFP proposers, or the City.
4. The GRA may cancel this RFP, or reject in whole or in part, any and all proposals if the GRA determines that cancellation or rejection serves the best interests of the GRA.
5. The GRA also reserves the right to select the winning proposal based on the evaluation of the proposer's overall submittal, and to the extent to which the proposal meets the Goals and Evaluation Criteria in this RFP. Therefore, the GRA may exercise its right to select a proposal that may not have offered the highest purchase price.
6. If the GRA makes any changes to this RFP, an addendum will be posted on the project website. It is the responsibility of responders to ensure that they receive all addenda and obtain all information pertaining to this RFP.
7. Designated developers will be required to enter into a Land Disposition Agreement (LDA) with the GRA that shall be in accordance with the provisions of 760 CMR 12.05 and shall be approved by the Department of Housing and Community Development (DHCD). As part of the LDA, the designated developer will be required to comply with the requirements set forth in the Bank Row Urban Renewal Plan.
8. It is understood that the final form of the Land Disposition Agreement (LDA) and the final form of the deed of the Property are dependent on the terms, conditions, and requirements that may emerge from the review of competitive proposals received in response to this RFP and the GRA's selection of a winning Proposal, and further provided that such terms, conditions, and requirements are deemed to be in the best interest of the GRA.
9. While the GRA believes that the information provided in this RFP, including all exhibits and addendums, if any, is accurate, the GRA makes no representation or warranty, express or implied, as to the accuracy and completeness of the information in this RFP. The proposer assumes all risk in connection with the use of the information, and releases the GRA from any liability in connection with the use of the information provided by the GRA. Further, the GRA makes no representation or warranty with respect to the Premises, including without limitation, the value, quality or character of the Premises or its

fitness or suitability for any particular use and/or the physical and environmental condition of the Premises. The Premises will be released in their “AS-IS” condition.

10. Each proposer shall undertake its own review and analysis (due diligence) concerning the physical and environmental condition of the Premises, applicable zoning and other land use laws, required permits and approvals, and other development, ownership, and legal considerations pertaining to the Premises, and the use of the Premises, and shall be responsible for applying for and obtaining any and all permits and approvals necessary or convenient for the proposer’s use of the Premises. All costs and expenses of developing the Premises, including without limitation, all costs of permitting and improvements, shall be the sole responsibility of the successful proposer.



**Detail on front façade of the First National Bank**

## 7.0 APPENDICES

### 7.1 References and Endnotes

#### *Sources and References*

The following reports and documents can be accessed through the <https://greenfield-ma.gov/g/19/Redevelopment-Authority> to each one.

1. Department of Environmental Protection. “FNB, Final On-Scene Coordinator Report, Brownfields Cleanup Revolving Loan Fund.” March 18, 2004.
2. FinePoint Associates. “Rapid Recovery Plan, Greenfield, MA.” The Deliberate Downtown. DHCD, 2021.
3. FinePoint Associates. “Market and Feasibility Study for creating a community use multi-function cultural facility for performing arts in a redeveloped First National Bank and Trust Building.” Massachusetts Development Finance Agency, December 2020.
4. FinePoint Associates. “Greenfield Downtown Business District Assessment and Market Analysis.” City of Greenfield, January 2021.
5. Hayes Development Services. “Bank Row Urban Renewal Plan, Greenfield, MA.” Approved, DHCD, October 28, 2008.
6. Preservation Restriction Agreement between the Commonwealth of Massachusetts by and through the Massachusetts Historical Commission and the Franklin County Community Development Corporation, June 25, 2003.
7. Taylor & Burns Architects. “First National Bank, Greenfield, Massachusetts, Final Study Report.” City of Greenfield, June 2019
8. Tighe & Bond. “Phase 1 Environmental Site Assessment, 9 Bank Row, Greenfield, MA.” Franklin Regional Council of Governments and Town of Greenfield, April 2003.
9. Tighe & Bond. “9 Bank Row, Greenfield, MA Phase 1 Environmental Site Assessment.” Franklin County Council of Governments, October 2018.

#### *Endnotes*

- <sup>1</sup> FinePoint Associates, Downtown Business Assessment and Market Analysis, 2021, p. 46
- <sup>2</sup> FinePoint Associates, 2021, p. 6
- <sup>3</sup> FinePoint Associates, 2021, p. 7
- <sup>4</sup> FinePoint Associates, Market and Feasibility Study, 2020
- <sup>5</sup> FinePoint Associates, 2021
- <sup>6</sup> Hayes Development Services, Bank Row Urban Renewal Plan, 2008
- <sup>7</sup> HUD, Office of Policy Development and Research. [https://www.huduser.gov/portal/sadda/sadda\\_qct.html](https://www.huduser.gov/portal/sadda/sadda_qct.html)
- <sup>8</sup> Taylor & Burns, First National Bank, 2019
- <sup>9</sup> Taylor & Burns, 2019
- <sup>10</sup> Tighe & Bond, Phase 1 Environmental Site Assessment, 2018
- <sup>11</sup> FinePoint, 2020
- <sup>12</sup> Tighe & Bond. Phase 1 Environmental Site Assessment, 2003
- <sup>13</sup> DEP, FNB Final On-Scene Coordinator Report, 2004

- <sup>14</sup> Tighe & Bond, Phase 1 Environmental Site Assessment, 2018
- <sup>15</sup> Preservation Restriction Agreement, 2003
- <sup>16</sup> Hayes Development Services, 2008
- <sup>17</sup> Hayes Development Services, 2008
- <sup>18</sup> Hayes Development Services, 2008, Appendix E.
- <sup>19</sup> Hayes Development Services, 2008, pages 61-63.

## 7.2 Forms

- Certificate of Non-collusion
- Certificate of Tax Compliance
- Disclosure Statement for Transaction With a Public Agency Concerning Real Property  
<https://search.mass.gov/?q=Disclosure%2BStatement%2Bfor%2BTransaction%2Bwith%2Ba%2Bpublic%2Bagency%2Bconcerning%2Breal%2Bproperty>
- Development Disclosure Form, under Urban Renewal (HUD Form 6004)
- Price Proposal Form
-

**CERTIFICATE OF NON-COLLUSION FORM**

The undersigned certifies under penalties of perjury that this bid has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word “person” shall mean any natural person, business, partnership, corporation, union, committee, entity, or group of individuals.

\_\_\_\_\_  
(Name of person signing bid)

\_\_\_\_\_  
(Name of business)

**TAX COMPLIANCE CERTIFICATION**

Pursuant to M.G.L. Ch. 62C, Sec. 49A, I certify under the penalties of perjury that I, to my best knowledge and belief, I am in compliance with all laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

\_\_\_\_\_  
(Name of person signing bid)

\_\_\_\_\_  
(Name of business)

**PRICE PROPOSAL FORM**  
FOR THE FIRST NATIONAL BANK BUILDING  
Acquisition, Renovation, and Redevelopment

Seller: Greenfield Redevelopment Authority

14 Court Square,  
Greenfield, MA 01301

Buyer:

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Premises: First National Bank Building

5-9Bank Row  
Greenfield, MA 01301

Proposed Purchase Price: \$\_\_\_\_\_

Proposed Purchase Price (in words): \_\_\_\_\_

Proposed Closing Date: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Date Signed



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